

# Canadian Experience with Animal Identification





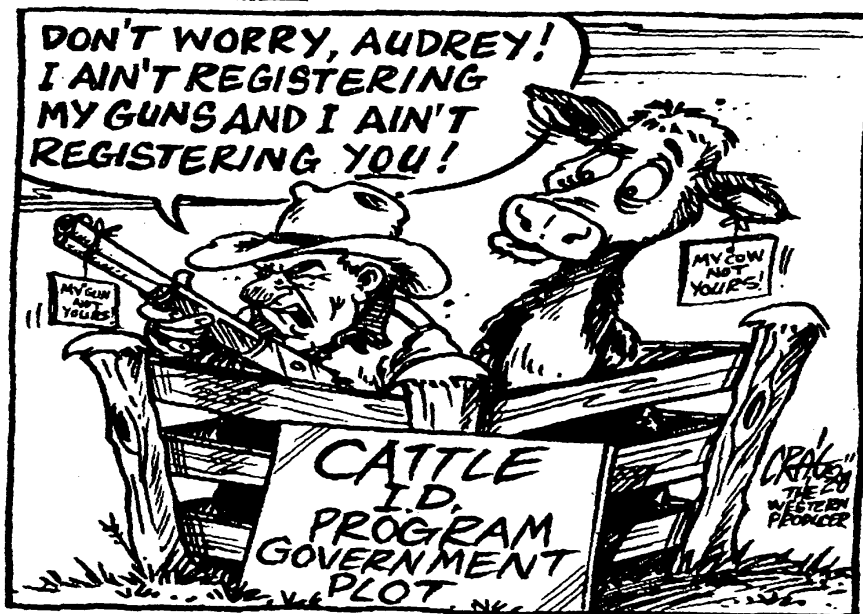


# Why ID?

- **Increase consumer confidence**
  - food safety
  - animal health
- **Ensure market access**
  - international recognition
  - increase exports
  - avoid trade barriers
- **Remain competitive**
  - other species
  - other countries



# In the Beginning....



## Now....

The Western Producer August 23, 2001

CANADIAN CATTLEMEN'S ASSOCIATION

## Ear tags now applauded

By Barry Wilson  
Ottawa Bureau

CHARLOTTETOWN, P.E.I.— When the Canadian Cattlemen's Association met last summer, the plan to require ear tags was controversial and its defenders under siege.

"There were meetings I went to when I wondered if I was going to get punched out," said Charlie Gracey, former CCA general manager who was involved in writing a business plan for the Canadian Cattle Identification Agency and selling the merits of the tagging.

This year, in the wake of mad cow scares, foot-and-mouth panics and a growing government and consumer emphasis on food safety and traceability, a CCA discussion

about cattle identification went off without a word of criticism.

"It is great to hear so much support for the program and its potential," said Julie Stitt, who manages the ID agency.

### Calm customer fear

From producers and feedlot operators to packers, the message was that the cattle identification program is an essential tool for an industry looking for market acceptance.

"Quality assurance is replacing price as the main consumer issue," said Paul Shadbolt of Better Beef Ltd.

Increasingly, customers want to know how and where the food was produced,

"who has done what to whom and how can we prove it."

Greg Conn of Innisfail, Alta., chair of the Alberta Cattle Commission, said a recent trade trip to Japan convinced him the traditional claims of a good product because of Alberta production methods and federal inspection are no longer good enough for buyers.

"What the world is asking is 'do we have the data to back that claim up?'" he said.

The tracing made possible by the ear tags, along with the record-keeping it inspires, are the ticket for the industry to keep up to that market demand, speakers said.

The tagging system took effect July 1 and Stitt said compliance rates have soared. Full compliance, which is defined as at least

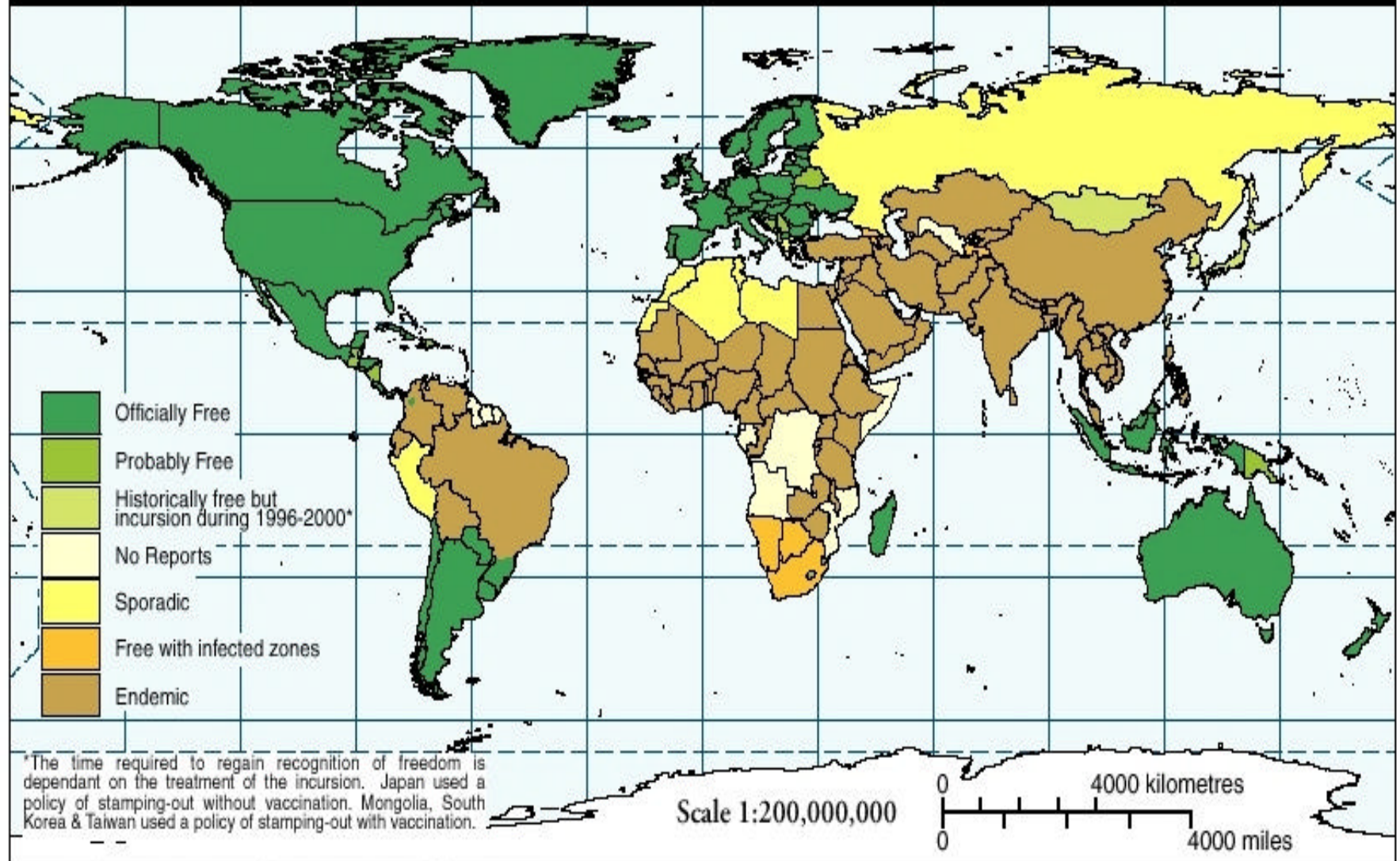
CCA  
CANADIAN  
CATTLEMEN'S  
ASSOCIATION





David B. Hall, *University of Illinois at Chicago*

## *Foot & Mouth Disease - Status based on recorded outbreaks 1996-2000 & current OIE classification*





# The Canadian ID System

- ✓ National acceptance/commitment/Industry Buy-In
- ✓ National Standards/platform
- ✓ Industry driven/Market Neutral
- ✓ Cost-effective
- ✓ User-friendly/Practical/Simple
- ✓ Secure
- ✓ Shared Industry/Government Responsibilities
- ✓ International recognition
- ✓ Mandatory under the Health of Animals Act
- ✓ Flexible for the future





# The Role of the Cattle Producer







## 2. CCIA Information System

- The CCIA system is a modern, flexible, robust and high-capacity WEB-based technology database that utilizes Oracle and Java
- The system is run on a highly scalable totally redundant (fail-safe) Sun Unix architecture



# CCIA ID Traceback System

CCIA Traceback System - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print View Source

Address <https://www2.ccia.qcdata.com/CCIA/Login01a> Go Links

pin:130316,ver


## CCIA Traceback System



Official Implementation of the Canadian  
Cattle Identification Program  
July 1, 2002

To obtain details on the program please visit  
<http://www.canadaid.ca>

### Main Menu



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Start | Internet | 4:13 PM

# Tag History



Tag History

Enter the CCIA Tag Number  
OR Tag Number Cross Reference.

Tag Number

Enter a tag number and/or ranges separated by commas.  
For example: 290000000 or 290000000 - 290000000

[MAIN MENU](#)

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Tag History			
History Details			
Tag:	295375676	Date:	January 19, 2001
Activity:	ALLOCATED <a href="#">CANADIAN CATTLE IDENTIFICATION AGENCY</a> (130338)	To:	<a href="#">ALLFLEX USA, INC.</a> (130298)
By:		Event Source:	UnDeterminable
Uploaded:	January 19, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	March 2, 2001
Activity:	DISTRIBUTED <a href="#">ALLFLEX USA, INC.</a> (130298)	To:	<a href="#">KANE VETERINARY SUPPLIES</a> (135150)
By:		Event Source:	UnDeterminable
Uploaded:	March 6, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	March 14, 2001
Activity:	DISTRIBUTED <a href="#">KANE VETERINARY SUPPLIES</a> (135150)	To:	<a href="#">UFA CALGARY</a> (135187)
By:		Event Source:	UnDeterminable
Uploaded:	March 15, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:			
Tag:	295375676	Date:	April 10, 2001
Activity:	ISSUED <a href="#">UFA CALGARY</a> (135187)	To:	<a href="#">A1 RANCH LTD.</a> (155555)
By:		Event Source:	UnDeterminable
Uploaded:	April 10, 2001	Remark Type:	<input type="button" value="Edit"/>
Remark:	T2G 2L2		
Tag:	295375676	Date:	July 6, 2002
Activity:	RETIRED <a href="#">CARGILL FOODS</a> (100691)	To:	<a href="#">CARGILL FOODS</a> (100691)
By:		Event Source:	100691_20020706_01.act
Uploaded:	July 15, 2002	Remark Type:	<input type="button" value="Edit"/>
Remark:			

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# 3. Technology

ALLFLEX



DESTRON FEARING



DESTRON FEARING-SNAP TAG

DAKOTA

KETCHUM



LEADER

RAM-BULL CANTAG

TEMPLE HERDSMAN



Y-TEX

ZEE TAGS











## 4. Legislation/Regulation



**The Federal Health of Animals  
Act - Section 64. (1) (y) provides for:**

- “A National Identification System for  
animals for the purpose of determining  
the presence of and controlling or  
eradicating animal disease”**
- **National ID Regulations**
  - **Compliance and Enforcement  
Strategy Document**



# Compliance vs Enforcement



Canadian Food  
Inspection Agency

Agence canadienne  
d'inspection des aliments

- **National Working Group**  
**Mandate-** plan enforcement delivery
  - monitor compliance
  - deliver enforcement plan
- **Prior to July 1, 2002**  
**Education and Information**  
**Notice of non-compliance (warnings)**
- **After July 1, 2002**  
**Fines issued for non-compliance**  
**Administrative Monetary**  
**Penalty Program (AMPS)**





## 5. Communication

- Work in partnership with all livestock organizations across the country – Involve all sectors
- Define specific industry/government roles and responsibilities.
- Develop National communication strategy – i.e. network of designated speakers







# Achievements

- Full implementation  
- July 01, 2002
- 30 successful animal health and foodsafety tracebacks
- 24 million unique numbers allocated, 18 million distributed, 14 million issued
- Industry sustainable/surplus
- All sectors and species working together
- Additional value-added services available
- Increased international recognition

# **CCIA Strategy**

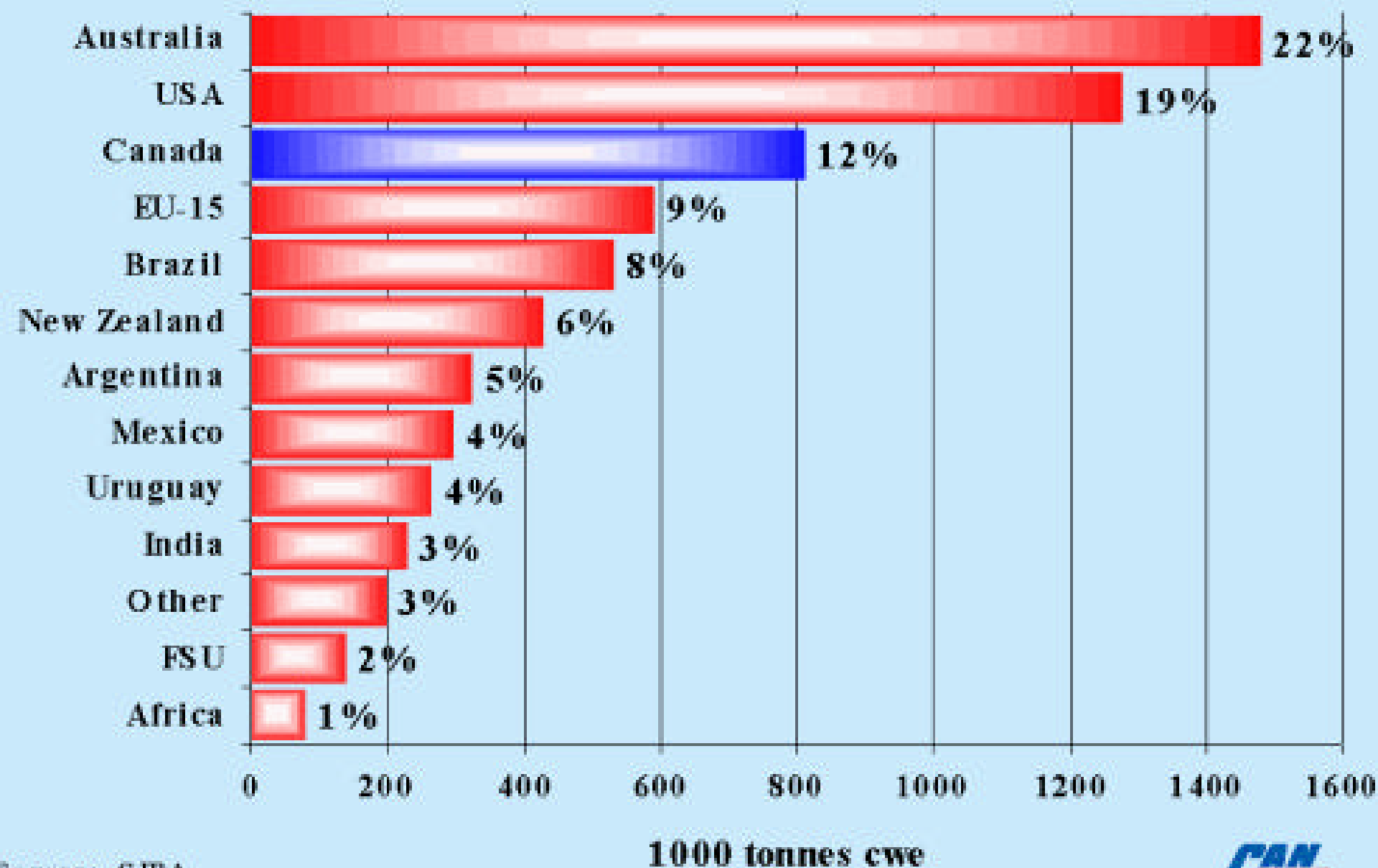
## **Future Opportunities...**

- ✓ **Other species**  
**Other countries**
- ✓ **Source Verification**  
**Process Verification**  
**- added value**
- ✓ **GIS and GPS**  
**enhancements**
- ✓ **Increased International**  
**Recognition**



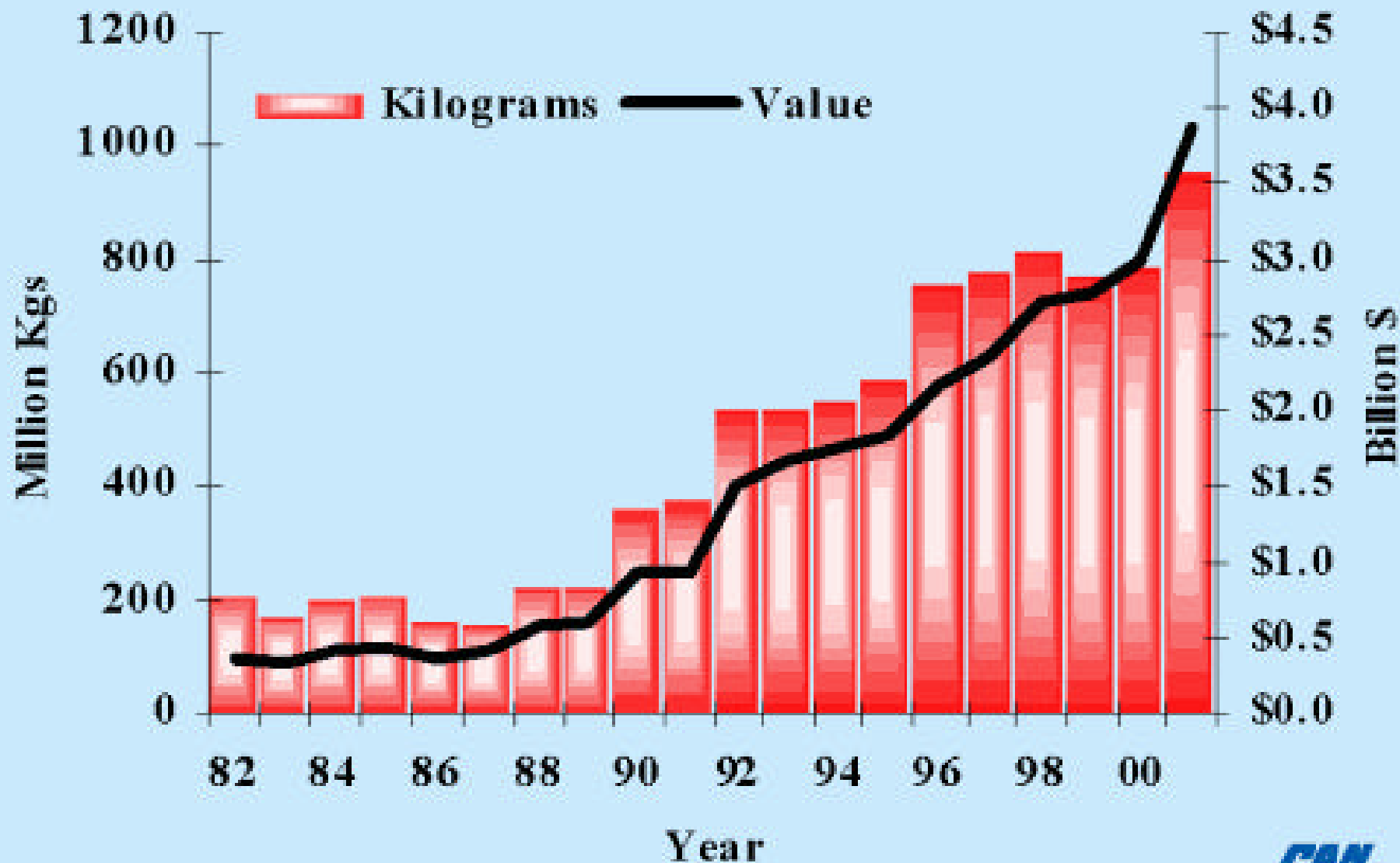


## World Beef & Cattle Exporters - 2000



Source: GIRA

# Canadian Beef and Cattle Exports



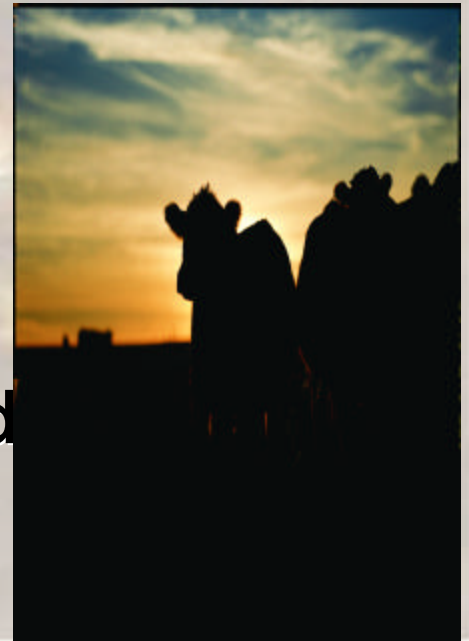
Source: Statistics Canada, CanFax





# **CCIA is only the vehicle for other industry initiatives**

- ✓ **Source Verification**
- ✓ **Herd management systems**
- ✓ **Genetic improvement**
- ✓ **On farm food safety verification through “Quality Starts Here” program**
- ✓ **New product development**
- ✓ **Increasing international markets through CBEF**
- ✓ **Increased domestic demand through BIC**



# To Consider...

- In the event of an animal health or food safety problem it is imperative to have an affordable and effective traceback system in place
- Animal health traceback systems in other international countries would aid in the control and elimination of Foreign animal disease.
- Unique national lifetime identification is the “missing link” that will provide the infrastructure for improved quality...information exchange and value-added opportunities
- The competition for beef in North America is from other meat proteins and we must work together to produce the highest quality, safest, most cost effective product available globally
- The Canadian “model” can be duplicated and modified to meet the needs of countries who are dedicated to maintaining the health of their herd and viability of their industry.







# Producing Food for the World



☼ For more information  
please contact:

- **CCIA**
- Phone 1-877-909-BEEF (2333)
- Fax (403) 275-1668
- Website: [www.cattle.ca/ccia](http://www.cattle.ca/ccia)
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